

Message Text

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SUBJ: NEW TAILORED EXPORT MARKETING PLANS SERVICE (TEMPS)

REF: STATE 91897

1. EMB TEHRAN FULLY SUPPORTS TEMPS PROGRAM CONCEPT. HOWEVER, SHOULD REQUESTS BECOME TOO NUMEROUS AND/OR DETAILED SOME PROBLEMS ARE FORESEEN. WE WOULD ASSUME THAT NEARLY ALL OF THE SURVEY MATERIAL, INCLUDING TARIFF AND TRADE REGULATIONS, TRADE STATISTICS, DEVELOPMENT PLAN (WHEN PUBLISHED), AND GENERAL MARKET ACCEPTABILITY, ALREADY IS AVAILABLE IN THE DEPT OF COMMERCE AND COULD BE PROVIDED BY THE COMMERCE COUNTRY MARKETING MANAGERS. IT WOULD APPAR, THEREFORE, THAT THE BALANCE LOGICALLY WOULD FIT INTO THE CATEGORY OF INFORMATIONS THAT RESULTS FROM AN ADS REQUEST SUPPLEMENTED BY REPLIES TO ANY SPECIFIC QUESTIONS THAT MIGHT REMAIN UNANSWERED. WHY NOT SUPPLY A SLIGHTLY EXPANDED ADS FREE TO QUALIFYING COMPANIES THE ADDITIONAL SEGMENT BEING A SHORT STATEMENT ON SPECIFIC MARKET OUTLOOK FOR THE PRODUCT.

2. IN ADDITION TO THE DAY TO DAY REPORTING ON DEVELOPMENTS AFFECTING THE MARKET AND BUSINESS CLIMATE, INCLUDING THE IMPORT STATUS OF VARIOUS PRODUCTS, USDOC RECENTLY COMMISSIONED AND PUBLISHED A COMPLETE SECTORAL STUDY OF THE IRANIAN MARKET NOW AVAILABLE FROM THE SUPERINTENDENT OF DOCUMENTS AND USDOC. THIS COMPREHENSIVE STUDY IN ITSELF
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SHOULD ANSWER MANY OF THE MARKET-ANALYSIS QUESTIONS A BUSINESSMAN NEW TO THE IRANIAN MARKET MIGHT HAVE. IN ADDITION, POST HAS OVER THE PAST 18 MONTHS, MADE A CONCENTRATED EFFORT TO DEVELOP INCREASED NUMBERS OF TRADE LEADS ALL OF WHICH ARE TRANSMITTED TO USDOC VIA TOPS. ACCORDINGLY THE POST SHARES COMMERCE'S VIEW THAT ITS ADVISORS IN THE TEMPS PROGRAM SHOULD BE ABLE TO ASSIST THEIR CLIENTS WITH MINIMAL REFER-

ENCE TO THE POST FOR ADDITIONAL INFO.

3. WHERE REFERRAL IS NECESSARY, WE DO NOT BELIEVE POSTS SHOULD BE REQUESTED TO DO A "BRIEF STUDY" WITH A BROAD OUTLINE AND DETAILS UNSPECIFIED OR FILE RESEARCH. THIS SHOULD BE DONE BY USDOC COUNTRY SPECIALISTS WITH POSTS BEING ASKED ONLY TO FILL IN THE MISSING LINKS. IN ANY EVENT, IT IS DOUBTFUL THAT ONE PERSON DAY WILL BE SUFFICIENT TO REPLY. NORMAL REF MATEIRL IS NOT READILY AVAILABLE HERE (NOTELEPHONE DIRECTORY EXISTS FOR TEHRAN), A CITY OF FOUR MILLION), AND EVEN THE MOST RUDIMENTARY MARKET ANALYSIS REQUIRES CONSIDERABLE EFFORT. TELEPHONE CALLS ARE TIME CONSUMING BECAUSE OF THE INADEQUATE SERVICE AND PERSONAL CALLS TAKE AN ABNORMALLY LONG TIME BECAUSE OF THE EXTREME TRAFFIC CONGESTION. POST FEELS THAT A HEAVY BURDEN TO TEMPS REQUESTS WOULD REQUIRE THE DIVERSION OF RESOURCES FROM OTHER FUNCTIONS (ADS, WTDR, MARKET RESEARCH, ETC) MOST OF WHICH BENEFIT A MORE GENERAL PUBLIC, INCLUDING TEMPS CLIENTS. NEVERTHELESS, IT SOUNDS LIKE AN INTERESTING IDEA AND WE WOULD BE HAPPY TO ASSIST IT. SULLIVAN

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